

## USING VIRTUAL URLs FOR LOAD BALANCING

## ABSTRACT OF THE DISCLOSURE

A method, computer program product and server for use managing connection requests to a pool of servers identified by a given URL. The method begins in response to a connection request from a given client machine that initiates a user session for associating a session identifier with a given server in the pool. The session identifier is then used to generate a "virtual" URL that redirects the connection request to the given server. Thereafter, any additional connection requests issued from the given client machine during the user session are redirected to the given server so that all content is served to the client from the same location. When the user session terminates, the virtual URL is inactivated and the given server is returned to the pool so that it can then be assigned a new user session to manage.